

What is claimed is:

1. A method for attracting attention from an observer, the method comprising the acts of:

providing an LED system to generate light of a range of colors within a color spectrum;

placing the LED system to affect an object with the light; and

generating the light so as to illuminate the object.

2. The method of claim 1, wherein the act of generating includes providing a processor for controlling an amount of electrical current supplied to the LED system, so that a particular amount of current supplied thereto generates light of a corresponding color within the color spectrum.

3. The method of claim 2, wherein the act of placing includes positioning the LED system to affect an aquarium.

4. The method of claim 2, wherein the act of placing includes positioning the LED system to affect an exhibit.

5. The method of claim 2, wherein the act of placing includes positioning the LED system to affect a diorama.

6. The method of claim 2, wherein the act of placing includes positioning the LED system to affect a display case.

7. The method of claim 2, wherein the act of placing includes positioning the LED system to affect an object which is edible.

8. The method of claim 2, wherein the act of placing includes positioning the LED system to affect a non-opaque object.

9. The method of claim 8, wherein the object is substantially transparent and comprises glass, ice, crystal, or plastic.

10. The method of claim 8, wherein the act of placing includes positioning the LED system to affect a non-opaque container containing a non-opaque substance.

11. The method of claim 10, wherein the container and the substance are substantially transparent.

12. The method of claim 10, wherein the container is a beverage container and the substance is a beverage.

13. The method of claim 10, wherein positioning includes disposing the LED system on a coaster holding the object.

14. The method of claim 2, wherein the act of placing includes positioning the LED system to affect a displayment sign.

15. The method of claim 2, wherein the act of placing includes positioning the LED system to affect an informational board.

16. The method of claim 15, wherein the informational board is selected from the group consisting of traffic information signs, silent radios, scoreboards, price boards, and advertisement boards.

17. The method of claim 2, wherein the generated light changes color over time.

18. The method of claim 2, wherein the generated light maintains a constant color.

19. The method of claim 2, wherein the generated light changes color over a period of time so as to permit an observer to perceive a change in color of the object being affected by the generated light.

20. The method of claim 2, wherein the generated light changes color over a period of time so as to permit an observer to perceive an illusion of motion in a design on the object being affected by the generated light.

21. The method of claim 19 or 20, wherein the object is at least one of a picture, photograph, image, displayment sign, informational board, or advertisement display.

22. The method of claim 2, wherein the generated light changes color over a period of time so as to permit an observer to perceive an illusion of motion of the object being affected by the generated light.

5 23. The method of claim 19, 20, or 22, wherein the object being affected by the light comprises at least one display used for advertising purposes.

24. The method of claim 19, 20, or 22, wherein the generated light changes color over a period of time in a pre-programmed sequence.

25. The method of claim 19, 20, or 22, wherein the generated light changes color over a period of time in response to external conditions.

26. The method of claim 25, wherein the external conditions represent at least one of proximity of people, ambient light, time of day, and location.

27. A method for attracting attention from an observer, the method comprising the acts of:
providing an LED system to generate light of a range of colors within a color spectrum;
20 placing an object between the LED system and a surface; and
generating light so as to project light through the object onto a surface.

28. The method of claim 27, wherein the act of generating includes providing a processor for controlling an amount of electrical current supplied to the LED system, so that a particular amount of current supplied thereto generates light of a corresponding color within the color spectrum.

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29. The method of claim 28, wherein the act of placing includes positioning at least one of a stencil and a gobo between the LED system and the surface.

30. The method of claim 28, wherein the act of placing includes positioning a pattern between the LED system and the surface.

31. The method of claim 28, wherein the act of placing includes positioning a slide between the LED system and the surface.

32. The method of claim 28, wherein the act of placing includes positioning an LCD display between the LED system and the surface.

33. The method of claim 28, wherein the act of placing includes positioning an object between the LED system and at least one of a floor, sidewalk, wall, or ceiling.

34. The method of claim 28, wherein the act of placing includes positioning an object between the LED system and a surface which is not flat.

35. The method of claim 28, wherein the act of placing includes positioning an object between the LED system and a cloud.

36. The method of claim 28, further comprising the act of passing the light through a lens.

37. The method of claim 28, wherein the act of placing includes positioning an object between the LED system and at least one of a screen or fabric surface.

38. The method of claim 28, wherein the generated light changes color over time.

39. The method of claim 28, wherein the generated light maintains a constant color.

40. The method of claim 28, wherein the act of placing includes positioning a micromirror device between the LED system and the surface.

41. A method for illuminating a container, comprising

a power terminal;

an LED system coupled to the power terminal;

a current sink coupled to each LED, the current sink having inputs responsive to

activation signals;

an addressable controller having an alterable address, the controller coupled to the inputs and having a signal generator to generate the activation signals for a predefined portion of timing cycles;

a receiver coupled to the addressable controller to receive data corresponding to the alterable address and indicative of the predefined portion of the timing cycles; and
a non-opaque container containing a non-opaque substance illuminated by the light generated by the LED system.

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42. A method for illuminating a vending machine, comprising

a power terminal;

an LED system coupled to the power terminal;

a current sink coupled to each LED, the current sink having inputs responsive to activation signals;

an addressable controller having an alterable address, the controller coupled to the inputs and having a signal generator to generate the activation signals for a predefined portion of timing cycles;

a receiver coupled to the addressable controller to receive data corresponding to the alterable address and indicative of the predefined portion of the timing cycles; and

a vending machine illuminated by the light generated by the LED system.

43. A retail display comprising more than one color, which retail display is designed to permit an observer to perceive an illusion of motion when the color of the light illuminating the display is varied.

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44. A retail display comprising more than one color, which retail display is designed to permit an observer to perceive a change of color in the display when the color of the light illuminating the display is varied.

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45. An article of clothing comprising an LED system controlled by a microprocessor.

46. The article of clothing of claim 45, further comprising a sensor.

5 47. The article of clothing of claim 45, wherein the article of clothing is capable of recording data and replaying the recorded data.

48. The article of clothing of claim 45, further comprising a receiver for data transmitted from an external transmitter.

49. The article of clothing of claim 45, wherein the LED system is capable of displaying a video image.

50. The article of clothing of claim 45, wherein the LED system is capable of displaying a programmable image.